

Planning

Married Happiness

Y O U R F A M I L Y ' S F U T U R E . . .

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W. J. Rendell

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Planning Married Happiness

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MARRIED

HAPPINESS

Married happiness cannot endure unless an ever-growing bond of love and understanding exists—fundamentals which strike far deeper than the mere veneer of social respectability. It is tragic and indicative that so many marriages fail, even after a comparatively short time, simply because such an essential partnership has never been achieved.

Those who contemplate marriage—or perhaps, the newly-weds, will say, “That could never happen to us. We are different!”, but it is true to say, that if a marriage is to be happy and successful, the responsibility falls—to a very great extent—upon the wife.

Running a home—entertaining—the ability to be ready at all times to be a companion, and share life with her husband, is not always easy for a wife. It requires not only a cheerful personality, but good health, and freedom from anxiety.

In normal circumstances, most women are able to enjoy, and maintain, good health. However, anxiety and nervous exhaustion are different matters, and like unseen enemies, may creep in, stealthily and unobserved, almost before the victim is aware of their presence.

From the first day of her marriage, every woman must remember that she is liable to become pregnant. If this is the mutual desire of husband and wife, so much the better. On the other hand, when it has been

Rendells offer you freedom from anxiety

agreed to postpone the advent of the first child for a while, and then, later, to space the family evenly, which is the plan in the vast majority of cases, the wife must face a recurrent nervous strain from month to month—a strain which is far greater than most husbands realise.

The physical side of married life, is perhaps, the most important factor in creating complete mutual happiness, but this cannot be achieved without peace of mind and freedom from anxiety.

It is equally true to say, that from the first moment of marriage it is the natural and proper desire of every man and woman to have children. However, it is foolish to assume the responsibility of a family until such time as both husband and wife are prepared for it—until it is the mutual desire of each—and until adequate provision has been made, not only financially, but in establishing the birthright of every child . . . a happy home.

P L A N

It is in no way wrong or injurious, to limit the size of one's family. There are economic reasons—housing problems—and a host of other vital circumstances, all of which are essential factors that *must* be considered. But even when these matters are fully appreciated, how often do carefully made plans go astray? This is not always the fault of either the husband or the wife. But the result is usually the same. The prospect of unwanted responsibilities sow the first seed of disillusionment.

True, the expectation of a baby in the home can bring nothing but joy. Nevertheless, the care-free existence which prevailed in the early days of marriage, can be swept away, unless the circumstances in which the child is born are the result of design rather than chance.

Generally speaking, the method of family limitation is a matter of mutual agreement, but sooner or later, the responsibility falls upon the wife to decide for herself how best this can be accomplished.

The thought of contraceptives, to say nothing of the purchase of such articles, may be distasteful to many fastidious men and women, and this can also give rise to a great deal of embarrassment.

Such an outlook is unwise, short-sighted, and entirely foreign to the views of intelligent people who, today, realise that birth control is not only endorsed by the medical profession—accepted by the highest authorities in social welfare—but absolutely *essential* to the normal conduct of all married couples.

Perfected by extensive modern research

It may be suggested that too much has been said, and published, about something that is, in actual fact, a very simple, although extremely intimate subject. This is not without justification. Quite elaborate, expensive, and frequently, *unreliable* methods are advocated—sometimes by authorities who are themselves misguided. Such a condition is very unsatisfactory, to most ordinary people, who require nothing more than a simple, but thoroughly efficient product that they can buy from any chemist—without embarrassment—just as easily as purchasing shaving cream or toothpaste, or in the case of a woman, lipstick, face powder, or sanitary protection.

For over seventy years, chemists in all parts of the world have sold a contraceptive known as Rendells Pessaries.

In all probability you have heard about this wonderful product which is so safe, easy and convenient to use.

Many chemical manufacturers have of course, tried to copy it—without success—whilst others endeavour to sell various devices and preparations they allege to be better.

But one word of warning is necessary. You cannot afford to take risks. The use of an *unreliable* contraceptive can change the whole course of your life. Surely, therefore, it is better to be guided by the millions who, for well over half a century, have *proved* that the Rendell method is the best, safest, and most convenient ?

Universally recognised for over 70 years

METHOD

Details of perfectly safe and satisfactory methods of birth control are now well known to the medical profession and to tens of thousands of happily married people in all parts of the world. The need is for this knowledge to be possessed by many millions more.

The method to be adopted must always be a matter of individual choice, and a question, therefore, to be frankly and openly discussed by husband and wife. It is however, essential to guard against the many pitfalls arising through misguidance, the use of unreliable contraceptives, or those which may be harmful even to the extent of causing sterility when further conception is desired.

The condom or sheath worn by the male is perhaps the best known of all contraceptives. There are many users who may consider it safe and satisfactory, but even the best and most expensive brands have been known to break at the crucial moment. There soon comes a time, too, when the sheath has an inhibiting effect upon one or both partners. In any case, it prevents a natural union, and some authorities consider that this method can be directly responsible for certain female nervous disorders, and difficulty to conceive after the first years of marriage.

Of the mechanical appliances, the female rubber occlusive cap pessary is the most widely recommended, but under no circumstances should this be trusted without the combination of a chemical contraceptive.

The Rendell method is Safe - Sure - Convenient

When prescribed by the doctor or the clinic, there is always the proviso that it must only be used in conjunction with some reliable chemical contraceptive. The reason for this is obvious, because there is never any certainty of perfect fitting. Even if this could be assured, the possibility of misplacement through movement of the body, and the danger of seminal fluid passing the rim of the pessary, are matters of constant concern.

It is therefore in the chemical group of contraceptives that complete satisfactory and dependable results can be obtained. Even so, some discrimination must be exercised to avoid any preparation which may prove harmful, unpleasant in use, cumbersome to apply, or likely to cause eventual sterility. The ideal way of avoiding these dangers is to use Rendells Pessaries.

W. J. Rendell Ltd. are the pioneers of the chemical contraceptive. For seventy years, their product has been famous in all parts of the world, and recommended by the highest medical authorities when contraception is either necessary or desirable. Today a team of skilled chemists, working in the most up-to-date laboratories under the supervision of an independent medical staff, ensures that this highly important product is made under ideal conditions, conforming to the official standard of efficacy.

PESSARIES

RENDELLS PESSARIES are by far and away the most popular of all contraceptives, not only in Great Britain, but in all parts of the world, and have been trusted by generations of users with complete success. Such popularity is not surprising because no other method is more reliable, or has the same advantages of simplicity and convenience.

For the same reasons, the Rendell Pessary has always been favoured by the medical profession. In the words of Dr. Arthur E. Giles, M.D., B.Sc., M.R.C.P.(Lond.), F.R.C.S.(Edin.), Consulting Surgeon to the Chelsea Hospital for Women, and Gynaecologist to the Prince of Wales' General Hospital, Tottenham, regarding Soluble Pessaries, "This method is free from the objectionable features common to some other plans." (Address delivered before the Manchester Medico-Chirurgical Society and reprinted in *The Lancet* No. 5395.) (1927)

A recent publication, "Womanhood & Marriage," written by Dr. 1928 Richard Harley, M.R.C.S., L.R.C.P., L.M.S.S.A., says "In the view of the writer, the best soluble pessary on the market is the kind known as 'Rendells Wife's Friend.' This pessary is manufactured under perfect hygienic conditions".

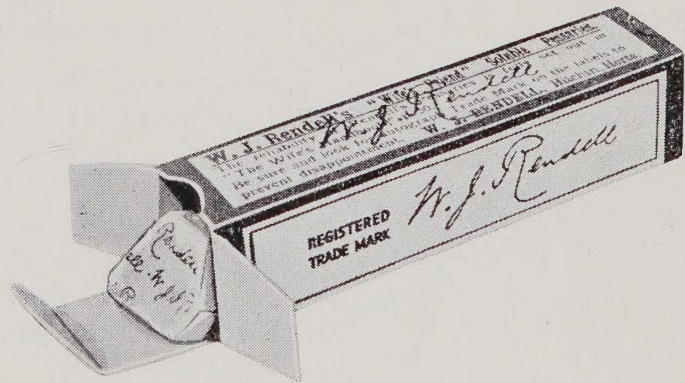
The Lancet have testified to the Rendell type of pessary as far back as 1899, when Dr. W. Hardwicke, M.D., M.R.C.P., L.R.C.S., writing in the

Scientifically made under medical supervision

pages of that journal offered his acknowledgement to the value and importance of its tonic and astringent properties as a remedy for certain disorders.

It is only necessary to insert one pessary about three to five minutes before being required—and this will provide maximum protection. Nothing whatever has to be done afterwards.

What could be more simple ? Here is the opportunity of solving your own problem of birth control. Freedom from worry, complete peace of mind, are within your grasp, and these things can make all the difference to life in general—and ensure married happiness.



Refuse all imitations - insist on Rendells

ABSOLUTE

RELIABILITY

Rendells Pessaries consist of the purest active and emollient ingredients. One is placed as high as possible three to five minutes beforehand when it melts by the heat of the body, and blending with the natural secretions forms a glutinous film covering the walls of the vagina and entrance to the womb. No unpleasant after effects, and continued use is harmless.

Now consider its subsequent action. Conception occurs when one male cell (spermatozoon) fertilizes the ovum cast out of the female ovaries every month. This fertilization usually occurs in one of the Fallopian tubes leading from the ovaries to the womb, after which the fertilized ovum makes its way into the womb where the baby is developed.

When a Rendells Pessary is used, no spermatozoon can reach the womb, or the Fallopian tubes beyond, without first coming into contact with the above-mentioned spermicidal and glutinous covering, which immediately renders it inactive. So it is clear, that in such circumstances, it is quite impossible for the ovum to be fertilized. It is only necessary to follow the directions, and maximum safety is assured. Douching may follow afterwards, but on no account should this take place until at least six hours following each occasion, otherwise it may interfere with the action of the pessary, which applies to all chemical contraceptives.

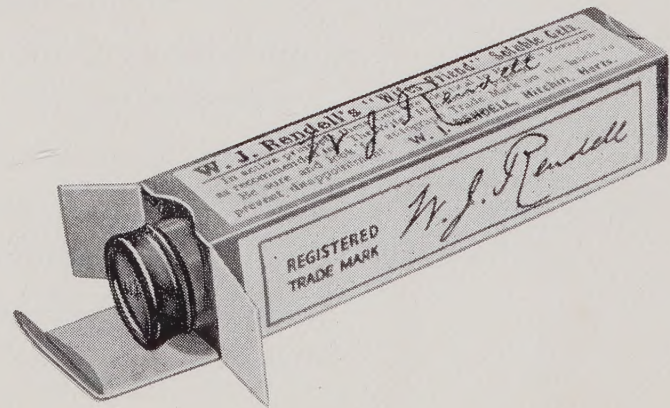
Here it must be mentioned that certain malicious persons have spread a rumour to the effect that one pessary in every box sold must be ineffective to comply with the Law. This is totally untrue, and every Rendells Pessary is of standard strength and efficacy.

Pioneers of the Chemical Contraceptive

G E L S

RENDELL GELS. There are many who, for personal reasons, prefer the gel type of contraceptive, and in such cases the Rendell Gel, which acts in precisely the same way as the Rendell Pessary, already described, is ideal. It does not contain any poisonous substances, and unlike similar products, is not affected by the poison regulation. Supplies therefore can be purchased from all chemists and drug stores without any difficulty or inconvenience. Still, it must be remembered, that all these "gel" preparations, irrespective of the many claims made by the manufacturers concerned, do not melt so consistently, and care must always be taken to store in a cool place, because abnormally high temperatures will cause deterioration.

The continued use of Rendell Gels will not cause irritation. They do not contain any ingredient which is harmful or has any unpleasant after effect. In addition to this Rendell Gels are not only widely recommended by doctors but also approved by the Family Planning Association for use with a mechanical barrier.



If you have a particular intimate problem

FOAM

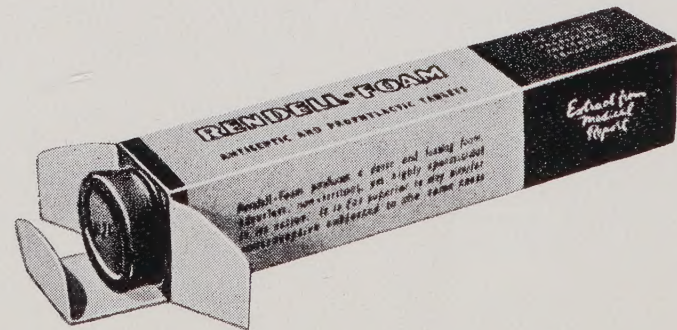
RENDELL-FOAM. The foaming tablet as a measure of contraception is not an innovation and was originated by German chemists many years ago. These preparations, however, proved extremely disappointing in use, causing irritation, and the active ingredients deteriorated within a short time of manufacture. It can, therefore, be appreciated that this method of birth control has not, in the past, been regarded as safe or satisfactory, and in consequence, no Rendell product of this nature has been previously offered to the public.

These objections have now been entirely eliminated. Three years of continuous investigation carried out by the Rendell organisation, with the assistance of independent workers at one of the famous London Teaching Hospitals, has resulted in Rendell-Foam. These tablets have none of the disadvantages always associated with similar products and are regarded by a growing number of well known doctors and gynaecologists as a most satisfactory method of contraception.

Rendell-Foam is not affected by adverse climatic conditions. Providing the cap of the container is always secure, the contents will keep indefinitely. Continued use is harmless to either sex, will not cause irritation, and this product has the advantage of being free from any objectionable odour.

Why not consult our Free Advisory Service?

One tablet should be inserted in the vagina about three to five minutes beforehand. After this short time, a sufficient quantity of the tablet will be dissolved by the natural vaginal secretions to produce a persistent and highly penetrating spermicidal foam, reaching every crevice and fold of the passage. This action continues for at least fifty to sixty minutes, during which period coital relations can occur with maximum safety. It is important to remember that some effervescent tablets on the market dissolve too rapidly, and consequently, the foam is expelled or broken down before reaching the higher parts of the vaginal passage. Others fail to dissolve at all, and in some cases it has even been shown that no spermicidal power exists. It is always easy to guard against these dangers by using only Rendell-Foam, and for those who prefer this method, there is no better contraceptive. Rendell-Foam also costs less for a tube of twelve tablets.

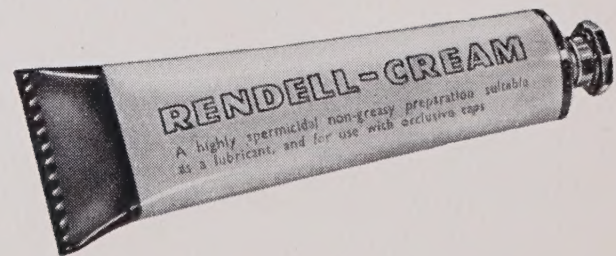


The signature Trade-Mark is your safeguard

CREAM

RENDELL-CREAM. There are many women who find the occlusive rubber cap pessary satisfactory and this choice is very frequently endorsed by birth control clinics and many medical practitioners. As already explained, however, these appliances must never be used alone, and the whole surface, especially the rim, must be liberally covered with a spermicidal paste or cream. For this purpose, Rendell-Cream has no equal, and is generally advocated. Non-greasy and odourless, it has the exceptional advantage of adhering to the rubber without causing the slightest harm or discoloration. It is also ideal as a lubricant for use with condoms, reducing the danger of breaking and assists in the prevention of discomfort which most women experience.

Rendell-Cream contains no poisonous substance, and is approved by The Family Planning Association for use with occlusive caps.



Recommended by the highest medical authorities

YOUR

CHEMIST

Every chemist, if the question is put to him, will tell you that the name "Rendell" is a household word so far as contraceptives are concerned. For the past 70 years an unequalled reputation for reliability has been established in all parts of the world. It is, therefore, easy to avoid purchasing inferior goods which may prove harmful or even cause disappointment.

Every box bears the signature trade mark "W. J. RENDELL" which is your safeguard. Remember that substitutes are never offered for your benefit, and consequently should always be refused.

FREE

ADVICE



There are many women who are confronted with intimate problems, often difficult to discuss with friends, and upon which advice is needed. In such cases, it is wise to write to Nurse Drew, c/o W. J. Rendell, Ltd., Ickleford Manor, Hitchin, Herts. Mark your envelope "Personal," and you will receive a confidential reply, in most cases by return. No charge whatever is made for this service, but correspondents are requested to include a stamped addressed envelope.

RENDELLS *Price List* PRODUCTS

PRICES SUBJECT TO ALTERATION WITHOUT NOTICE

PRODUCTS MENTIONED IN THIS BOOK

RENDELLS PESSARIES: The most widely known contraceptive which has been used in all parts of the world for 70 years.

Standard size containing 12 3/6d.
Small size containing 6 2/0d.

RENDELL GELS: Similar in action to Rendells Pessaries but made with a gel base for those who prefer this type of contraceptive.

Packed in glass tubes of 12 3/6d.

RENDELL FOAM: These effervescing tablets are speedy in action, non-irritating and are not affected by high temperatures. This contraceptive is much favoured in tropical countries.

Standard size containing 12 2/6d.

RENDELL CREAM: A non greasy, highly spermicidal cream particularly useful as a lubricant and in conjunction with occlusive caps and condoms.

Standard size tube 2/0d.

OTHER PRODUCTS

SANTRONEX: The modern way to ensure intimate cleanliness. These tablets are recommended by the Medical Profession for the treatment of certain vaginal complaints and when used regularly act as a perfect deodorant.

Packed in boxes containing 24 tablets with Applicator, 4/11d. including Purchase Tax.

RENDELL VAGINAL SUPPOSITORIES: Recommended for the treatment and relief of Leucorrhoea.

Standard pack of 12, 4/3d. including Purchase Tax.

MENSINOLE: These analgesic tablets are primarily intended for periodic pains but are equally suitable for relieving headaches, neuralgia and all feverish conditions.

In sachets containing 10 tablets, 1/6d. including Purchase Tax.

PROTOCON: A soothing balm which gives speedy relief of chilblains. It can be applied as a dressing when the chilblain has broken.

Standard size tube 2/1½d. including Purchase Tax.

SANTRON OINTMENT: Contains highly antiseptic properties, is most soothing and may be applied to all skin complaints, cuts and abrasions.

Standard size tube 1/6½d. including Purchase Tax.

W. J. RENDELL LTD · ICKLEFORD MANOR · HITCHIN · HERTS

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